

CLAIM AMENDMENTS

1. (Currently Amended) A vehicle for dynamically targeting content according to location-based information, said vehicle comprising:

a position determination system adapted to determine a position and a direction of travel of said vehicle;

a controller coupled to said position determination system;

a storage unit coupled to said controller, said storage unit adapted to store multiple items of content on board said vehicle; and

a display unit coupled to said storage unit, said display unit adapted to provide a changeable display viewable by an audience external to said vehicle;

wherein said controller selects content from said multiple items of content according to both said position and said direction of travel; and

wherein said content selected according to said position and said direction of travel is displayed on said display unit, wherein said content selected is viewable by said audience external to said vehicle.

2. (Original) The vehicle of Claim 1 comprising:

a receiver coupled to said position determination system and adapted to receive transmitted position information used by said position determination system to determine said position and said direction of travel.

3. (Original) The vehicle of Claim 2 wherein said position information is Global Positioning System (GPS) information.

4. (Original) The vehicle of Claim 3 wherein said position determination system comprises:

a digital compass adapted to determine said direction of travel using said GPS information; and

a satellite positioning system adapted to determine said position using said GPS information.

5. (Original) The vehicle of Claim 1 wherein said content selected is also selected according to a time of day.

6. (Original) The vehicle of Claim 1 wherein said multiple items of content stored on board said vehicle are updated with different content at periodic intervals.

7. (Original) The vehicle of Claim 1 wherein said controller is also adapted to measure an amount of time said content selected is displayed.

8. (Currently Amended) A method of dynamically targeting content according to location-based information, said method comprising the steps of:

a) determining a position and a direction of travel of a mobile vehicle using a position and direction determination system, said vehicle having a changeable display viewable by an audience external to said vehicle;

b) selecting content from multiple items of content stored on board said mobile vehicle, wherein said content is selected according to said position and also according to said direction of travel; and

c) displaying said content selected in ~~said~~ step b) on said changeable display, wherein said content selected in said step b) is viewable by said audience external to said vehicle.

9. (Currently Amended) The method as recited in Claim 8 wherein ~~said step a)~~ further comprises ~~the step of~~:

receiving position information at said mobile vehicle, said position information for determining said position and said direction of travel of said mobile vehicle.

10. (Original) The method as recited in Claim 9 wherein said position information is Global Positioning System (GPS) information.

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11. (Previously Presented) The method as recited in Claim 10 wherein said position and direction determination system comprises a digital compass adapted to determine said direction of travel using said GPS information and a satellite positioning system adapted to determine said position using said GPS information.

12. (Original) The method as recited in Claim 8 wherein said content selected is also selected according to a time of day.

13. (Original) The method as recited in Claim 8 wherein said multiple items of content stored on board said mobile vehicle are updated with different content at periodic intervals.

14. (Currently Amended) The method as recited in Claim 8 further comprising ~~the step of~~:

d) measuring an amount of time said content selected is displayed.

15. (Currently Amended) A method of dynamically targeting content according to location-based information, said method comprising ~~the steps of~~:

a) loading multiple items of content into a storage unit on board a mobile vehicle;

b) selecting an item of said content according to both a position and a direction of travel of said mobile vehicle and a time of day, said position and said direction of travel determined using a position and direction determination system; and

c) displaying said item of said content selected according to said position and said direction of travel on a changeable display viewable by an audience external to said mobile vehicle.

16. (Currently Amended) The method as recited in Claim 15 wherein said step b) further comprises ~~the step of~~:

receiving position information at said mobile vehicle, said position information for determining said position and said direction of travel.

17. (Original) The method as recited in Claim 16 wherein said position information is Global Positioning System (GPS) information.

18. (Previously Presented) The method as recited in Claim 17 wherein said position and direction determination system comprises a digital compass adapted to determine said direction of travel using said GPS information and a satellite positioning system adapted to determine said position using said GPS information.

19. (Currently Amended) The method as recited in Claim 15 further
comprising the step of:

d) measuring an amount of time said content is displayed.
